



WCPO

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ORDER

Print Date 11/01/12

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Flight Dates 10/25/12-10/29/12

Contract / Revision 315409 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA 60s ADD 10.25-10.

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2175

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

| | |
|-------|------|
| CABLE | % |
| UNKWN | 100% |
| WBQC | % |
| WCET | % |
| WCVN | % |
| WKON | % |
| WKRC | % |
| WLWT | % |
| WPTO | % |
| WSTR | % |
| WXIX | % |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 20 | \$19,363.00 | \$22,780.00 | 0.00 | 10/01/12 | 10/28/12 | 20 | \$19,363.00 | \$22,780.00 |
| November 2012 | 10 | \$14,161.00 | \$16,660.00 | 0.00 | 10/29/12 | 10/29/12 | 10 | \$14,161.00 | \$16,660.00 |
| Totals | 30 | \$33,524.00 | \$39,440.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|-------|-------------------|-----------------|----------------------------------|-------|-------------------|----------|-------------|-------|---------------|-----|------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| 1 | WCPO | 10/25/12 | 10/29/12 | M-F 430am News M-F 430am News | CM | 430-5a | M- TF- - | 1:00 | 1 | \$60.00 | P-8 | 0.00 | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/23/12 | 10/29/12 | M- TF- - | | 1 | | \$60.00 | | 0.00 | | | | | |
| 2 | WCPO | 10/25/12 | 10/29/12 | M-F GMTS 5-6a M-F GMTS 5-6a | CM | 5-6a | M- TF- - | 1:00 | 1 | \$140.00 | P-8 | 0.00 | NM | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/23/12 | 10/29/12 | M- TF- - | | 1 | | \$140.00 | | 0.00 | | | | | |
| 3 | WCPO | 10/25/12 | 10/29/12 | M-F GMTS 6-7a M-F GMTS 6-7a | CM | 6-7a | M- TF- - | 1:00 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |



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Contract / Revision 315409 Flight Dates 10/25/12-10/29/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA 60s ADD 1 Estimate # 2175

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|-------|-------------------|-----------------|--|-------|----------------|---------|------|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 3 | WCPO | 10/25/12 | 10/29/12 | M-F GMTS 6-7a M-F GMTS 6-7a | CM | 6-7a | M--TF-- | 1:00 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| 4 | WCPO | 10/25/12 | 10/29/12 | M-F GMA 7-9am M-F GMA 7-9am | CM | 7-9a | M--TF-- | 1:00 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 2 | \$800.00 | | 0.00 | | | |
| 5 | WCPO | 10/25/12 | 10/29/12 | SA GMA 7-8a SA GMA 7-8a | CM | 7-8a | -----S- | 1:00 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 6 | WCPO | 10/25/12 | 10/29/12 | SU 5-6am SU 5-6am | CM | 5-6a | -----S | 1:00 | 1 | \$100.00 | P-8 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | | | | 1 | \$100.00 | | 0.00 | | | |
| 7 | WCPO | 10/25/12 | 10/29/12 | SU GMA 7-8a SU GMA 7-8a | CM | 7-8a | -----S | 1:00 | 1 | \$1,150.00 | P-1 | 0.00 | NM | 1 | \$1,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | | | | 1 | \$1,150.00 | | 0.00 | | | |
| 8 | WCPO | 10/25/12 | 10/29/12 | SU GMTS 8-9a SU GMTS 8-9a | CM | 8-9a | -----S | 1:00 | 1 | \$750.00 | P-3 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | | |
| 9 | WCPO | 10/25/12 | 10/29/12 | M-F 9-10a Live with Regis and Kelly | CM | M-F 9-10a | M--TF-- | 1:00 | 2 | \$600.00 | P-3 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 2 | \$600.00 | | 0.00 | | | |
| 10 | WCPO | 10/25/12 | 10/29/12 | M-F 10-11a Right This Morn M-F 10-11a | CM | 10-11a | M--TF-- | 1:00 | 2 | \$200.00 | P-8 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 2 | \$200.00 | | 0.00 | | | |
| 11 | WCPO | 10/25/12 | 10/29/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M--TF-- | 1:00 | 2 | \$900.00 | P-3 | 0.00 | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| 12 | WCPO | 10/25/12 | 10/29/12 | M-F 12-1p News M-F 12-1p News | CM | 12-1p | M--TF-- | 1:00 | 1 | \$300.00 | P-8 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 1 | \$300.00 | | 0.00 | | | |
| 13 | WCPO | 10/25/12 | 10/29/12 | M-F 1-2p M-F 1-2p | CM | 1258-2p | M--TF-- | 1:00 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| 14 | WCPO | 10/25/12 | 10/29/12 | M-F 3-4p 3-4pm Katie | CM | 3-4p | M--TF-- | 1:00 | 1 | \$400.00 | P-8 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 1 | \$400.00 | | 0.00 | | | |
| 15 | WCPO | 10/25/12 | 10/29/12 | M-F 4-5p Ellen M-F 4-5p Ellen | CM | 358-5p | M--TF-- | 1:00 | 1 | \$560.00 | P-8 | 0.00 | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/23/12 | 10/29/12 | M--TF-- | | | | | 1 | \$560.00 | | 0.00 | | | |



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Contract / Revision 315409 Flight Dates 10/25/12-10/29/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA 60s ADD 1 Estimate # 2175

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|--|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 15 | WCPO | 10/25/12 | 10/29/12 | M-F 4-5p Ellen M-F 4-5p Ellen | CM | 358-5p | M- TF- - | 1:00 | 1 | \$560.00 | P-8 | 0.00 | NM | 1 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$560.00 | | 0.00 | | | |
| 16 | WCPO | 10/25/12 | 10/29/12 | M-F 5-530p News M-F 5-530p News | CM | 5-530p | M- TF- - | 1:00 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| 17 | WCPO | 10/25/12 | 10/29/12 | M-F 530-6p News M-F 530-6p News | CM | 528-6p | M- TF- - | 1:00 | 1 | \$600.00 | P-8 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$600.00 | | 0.00 | | | |
| 18 | WCPO | 10/25/12 | 10/29/12 | M-F 6-630p News M-F 6-630p News | CM | 558-630p | M- TF- - | 1:00 | 1 | \$2,000.00 | P-3 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| 19 | WCPO | 10/25/12 | 10/29/12 | M-F 7-730p 7-730p The List | CM | M-F 7-730pm | M- TF- - | 1:00 | 1 | \$800.00 | P-8 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$800.00 | | 0.00 | | | |
| 20 | WCPO | 10/25/12 | 10/29/12 | M-F 730-8p 730-8p Let's Ask America | CM | M-F 730-8p | M- TF- - | 1:00 | 1 | \$930.00 | P-8 | 0.00 | NM | 1 | \$930.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$930.00 | | 0.00 | | | |
| E 21 | WCPO | 10/25/12 | 10/29/12 | SA 730-8p SA 730-8P | CM | 730-758p | -----S- | 1:00 | 1 | \$800.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | -----S- | | 1 | | | | \$800.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WCPO | 10/23/12-10/29/12 | SA 730-8p | | 730-758p | -----Sa-- | 1:00 | | (\$800.00) | | 0.00 | NM | | |
| | Credited [-\$800. Adding cash to current :60 estimate 2265] | | | | | | | | | | | | | | |
| 22 | WCPO | 10/25/12 | 10/29/12 | M-SU 11p Late News M-SU 11p Late News | CM | 11-1135p | M- TF- S | 1:00 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- S | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| 23 | WCPO | 10/25/12 | 10/29/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1202a | M- TF- - | 1:00 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| 24 | WCPO | 10/25/12 | 10/29/12 | M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki | CM | 1202-107a | M- TF- - | 1:00 | 1 | \$100.00 | P-8 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | M- TF- - | | 1 | | | | \$100.00 | | 0.00 | | | |
| 25 | WCPO | 10/25/12 | 10/29/12 | SU 1135p-1235a SU 1135p-1235a | CM | SU 1135p-1235a | -----S | 1:00 | 1 | \$150.00 | P-8 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/23/12 | 10/29/12 | -----S | | 1 | | | | \$150.00 | | 0.00 | | | |
| 26 | WCPO | 10/25/12 | 10/29/12 | M8-10p Dancing M8-10p Dancing | CM | 8-10p | M- - - - - | 1:00 | 1 | \$9,000.00 | P-3 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |



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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------|------|-------------------|-----------------|----------------------------------|-------------------|----------------|-------------|---------------|-------|-------------|-----|------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 26 | WCPO | 10/25/12 | 10/29/12 | M8-10p Dancing M8-10p Dancing | CM | 8-10p | M- - - - - | 1:00 | 1 | \$9,000.00 | P-3 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/23/12 | 10/29/12 | M- - - - - | 1 | | \$9,000.00 | 0.00 | | | | | | | |
| 27 | WCPO | 10/25/12 | 10/29/12 | Sunday Prime C Sunday Prime C | CM | 9-10p | - - - - - S | 1:00 | 1 | \$10,000.00 | P-2 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 10/23/12 | 10/29/12 | - - - - - S | 1 | | \$10,000.00 | 0.00 | | | | | | | |
| Totals | | | | | | | | | | | | | | 30 | \$39,440.00 |